

Visitor Services Project  
Visitor Study Nomination Form—FY06

Note: electronic submissions are preferred

Park unit:\_\_\_\_\_

Mailing address:\_\_\_\_\_

Street address:\_\_\_\_\_

Key contact person and title:\_\_\_\_\_

Commercial phone:\_\_\_\_\_e-mail address:\_\_\_\_\_

FAX:\_\_\_\_\_

1. Why does the park need a visitor study? Please mention any previous visitor studies at the park (other than GPRA).

2. How will the study results be used?

3. VSP studies are conducted during a one-week sampling period and can best provide data on a particular season's visitors. Only one season can be selected in 2005-2006. Below, please specify the preferred time to conduct the study. Do not choose a second alternative unless that season will work for the visitor study.

a) FIRST CHOICE (Circle the one season that is the first preference):

Winter 2006 (Dec. 05/Jan./Feb.)	Spring 2006 (March/April/May)	Summer 2006 (June/July/Aug.)	Fall 2006 (Sept./Oct./Nov.)
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b) ALTERNATE (Circle the one alternate season that is the second preference):

Winter 2006 (Dec. 05/Jan./Feb.)	Spring 2006 (March/April/May)	Summer 2006 (June/July/Aug.)	Fall 2006 (Sept./Oct./Nov.)
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### Funding the visitor study

Although the Washington office funds VSP staff salaries, each park must fund its own visitor study. In recent years, parks have paid between \$14,000 and \$25,000 (average \$17,500) for a VSP study depending upon fieldwork, travel and survey expenses. Parks have used a variety of sources to help them fund their study—be creative!

4. How will your park fund the study? **Please list all funding sources that will be used.**

### Funding assistance for "small" parks

The VSP has requested 20% Fee Demonstration funding to assist small parks in obtaining a visitor study. The VSP Advisory Committee has defined "small" parks as those with a **budget of \$1.5 million or less**. If Fee Demo funding is awarded to the VSP, each small park would be required to fund whichever is greater--\$5,000 or one-third of the cost of their visitor study. The park's portion of funding can be authorized over two fiscal years.

NOTE: VSP methodology does not work well for parks with visitation of less than **300 visitor groups** per week (a visitor group is one or more people traveling together). Parks with visitation this low should not apply for a VSP study, but should contact the Visiting Chief Social Scientist if a visitor study is needed.

5. Does your park meet the VSP definition of a small park? \_\_\_\_\_ Yes \_\_\_\_\_ No
6. Does your park wish to be considered for assisted funding? \_\_\_\_\_ Yes

\_\_\_\_\_  
Superintendent's signature

\_\_\_\_\_  
Date

Superintendent's name (printed)\_\_\_\_\_

The VSP Advisory Committee's criteria for evaluating each park's need for a survey:

- **Need:**

Has the park ever had a visitor study done? Is it preparing a GMP or other planning project for which information on visitors is needed?

- **Ability to Fund:**

Demonstrated ability of the park to fund the VSP study.

- **Balance:**

Reasonable distribution of selected parks by region, size, and park type.

E-MAIL PRIORITIZED NOMINATIONS:

**DUE DATE to Regions: March 28, 2005**

**Park staffs send nominations to: Appropriate Regional VSP Points-of-Contact:**

Alaska Region: Lou Waller

Intermountain Region: Neil DeJong

Midwest Region: Tom Richter

National Capital Region: George Vasjuta

Northeast Region: Kathy Dilonardo

Pacific West Region: Peggy Dolinich

Southeast Region: Don Wollenhaupt

**DUE DATE to VSP: April 25, 2005**

Margaret Littlejohn, NPS VSP Coordinator,

Phone: 208.885.7863, FAX: 208.885.4261, or e-mail: <littlej@uidaho.edu>